

Lovingly Puts Thought Leadership Into Action for Local Florists.

Lovingly has teamed up with the Yola Guz School of Floral Design, aiming to offer U.S. florists opportunities for business growth and floral design success.

FISHKILL, N.Y., UNITED STATES, June 12, 2018 /EINPresswire.com/ -- With over 10 years of experience in the online floral industry, [Lovingly](#) has today announced a plan to combine its own success and expertise with the success and talent of the Yola Guz School of Floral Design.

The pilot program will be called “Lovingly U.” The aim is to provide free educational webinars and seminars to help professional florists, or those considering a future in the industry, to develop or grow their businesses and enhance their design skills. The Yola Guz School is the first of many industry leaders Lovingly aims to bring on board.



“Our courses are very broad,” explains Consa, administrator and director of the celebrated school, “and cover exploring your passion for floral design, fine-tuning or expanding your professional floral design skills, or maximizing your business potential.”

“Lovingly collaborations are based on respect,” says Lovingly co-founder and managing partner, Joe Vega. “Our relationship with Yola and her husband, Ruben Consa, started with mutual respect, then developed into a meeting of minds. Their school is approved by the [American Institute of Floral Designers](#) (AIFD), and really sets the standard of excellence for the Lovingly U. offering.”

“

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Joe Vega, Lovingly Co-Founder and Managing Director

“Our courses are very broad,” explains Consa, administrator and director of the celebrated school, “and cover everything from exploring your passion for floral design, fine-tuning or expanding your professional floral design skills, or maximizing your business potential. That’s why Lovingly strikes the right balance for us.”

“Yola and myself own two flower shops in Miami,” he continues, “and have Lovingly partner sites to drive our online sales. We believe strongly in their marketing approach and business model. Local florists have been struggling for too long. Lovingly’s slogan ‘Your Art, Our Expertise,’ says it all. They live up to it. And that’s not just rare, it’s unique, in my opinion.”

“Lovingly U. will be available everywhere,” adds Vega. “There will be free online programs, live streamed with question and answer sessions, live events across the U.S., which will also be recorded and shared; and, of course, the established courses at and from the school. These will come with a discount for all Lovingly partners who attend, which we highly recommend.”

“The situation for local florists today is difficult,” says Consa. “The combination of expertise, experience, and long list of inclusive features and services that Lovingly offers make them the best possible ally in our mission to reinvigorate students and professionals in our industry.”

“We couldn’t be prouder that Lovingly is collaborating with Yola and Ruben’s school,” smiles Vega. “Their fantastic reputation in this industry is hard-earned and well deserved. Lovingly U. aims to build many more successful relationships and give powerful support to local florists.”

If you’re a local florist interested in learning more about Lovingly U., call Lovingly at (800) 533-1787.



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About Lovingly: Lovingly strengthens relationships through meaningful gift-giving and shared experiences. Founded over ten years ago, the company has introduced many [firsts to the online floral industry](#).

About the Yola Guz School of Design: Established in 2010 by Yola Guz AIDF, CFD and Ruben Consa AIFD, PFCI, the school is the leading floral educational institution in South Florida. Students are educated to become professionals in floral design and operation and creation of floral enterprises.

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